

Cowlitz County
Quit Line Data Summary
April 1 - June 30, 2004

	County	State
Number of Calls to Quit Line	N = 47	N = 2,932
Percent of Statewide Calls	1.9%	100.0%
Percent of State Population in County¹	1.6%	100.0%

	County %	State %
Gender	N = 47	N = 2,604
Female	66.0%	62.4%
Male	34.0%	37.6%
Race/Ethnicity	N = 43	N = 2,203
People of Color	4.7%	12.2%
White	95.3%	87.8%
Age	N = 44	N = 2,425
Less than 18 years old	0.0%	1.8%
18 - 24 years old	11.4%	14.6%
25 - 34 years old	18.2%	22.7%
35 - 44 years old	36.4%	27.4%
45 years and older	34.1%	33.5%
Education	N = 45	N = 2,312
Did not graduate high school	15.6%	20.6%
High school graduate	26.7%	35.9%
Some college/vocational school	42.2%	33.6%
College graduate	15.6%	9.9%
Caller Type	N = 46	N = 2,700
General Information	2.2%	9.5%
Health care provider	2.2%	4.9%
Tobacco user	95.6%	85.6%
Payer Type	N = 32	N = 1,873
Insured	34.4%	31.1%
Uninsured	15.6%	30.3%
Medicaid	50.0%	38.6%
Heard About	N = 44	N = 2,176
Past caller	15.9%	15.2%
Employer/worksites	0.0%	0.9%
Health care provider	27.3%	31.3%
Television	11.4%	11.0%
Outdoor advertisement (billboard/bus/wall)	2.3%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	0.0%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	11.4%	6.1%
Family or friend	31.8%	23.9%
Health Department	0.0%	6.3%
School	0.0%	1.3%